

WHAT IS CLAIMED IS:

1. An apparatus for providing pertinent product/service information to a buyer, comprising:

a portable storage medium;

5 a processor for controlling said portable storage medium;

said portable storage medium for storing at least the following product/service information types, wherein each one of said product/service information types has a plurality of entries:

10 a directory including one or more businesses offering the product/service;

descriptive information of the products/services offered by the one or more businesses;

advertisements of the products/services offered by the one or more businesses;

15 links to external information not available on said portable storage medium, wherein said external information is related to the products/services offered by the one or more businesses;

20 a search engine for searching the plurality of entries of one or more of the information types, through buyer-provided commands to said processor for identifying the pertinent entries; and

a display for displaying said pertinent entries through user-provided commands to said processor.

25 2. The apparatus of claim 1 wherein the storage device further stores an information type comprising generic product/service information.

3. The apparatus of claim 1 wherein the external information is available at a website.

4. The apparatus of claim 1 wherein the portable storage medium is selected from among a CD-ROM, a DVD and a memory stick.

30 5. The apparatus of claim 1 wherein the user provided commands to the search engine include commands for searching the directory to identify entries from among the plurality of entries comprising business offering a product/service desired by the buyer.

6. The apparatus of claim 1 wherein the user provided commands to the search engine include commands for searching the directory alphabetically.

7. The apparatus of claim 1 wherein the user provided commands to the search engine include commands for searching the directory to identify entries from among the plurality of entries comprising business offering a product/service within a category of products/services desired by the buyer.

8. The apparatus of claim 1 wherein the user provided commands to the search engine include commands for searching the descriptive information for a product/service desired by the buyer.

9. The apparatus of claim 1 wherein the display displays product/service advertisements related to the pertinent entries.

10. The apparatus of claim 9 wherein the pertinent entries include at least one entry from the directory, and wherein the displayed product/service advertisements are related to the at least one entry from the directory.

11. The apparatus of claim 9 wherein the product/service advertisements change over time.

12. The apparatus of claim 9 wherein selected ones of the product/service advertisements are displayed with a greater prominence than others of the product/service advertisements.

13. The apparatus of claim 12 wherein the product/service advertisements displayed with a greater prominence change over time.

14. The apparatus of claim 1 wherein the product/service information is related to the targeted needs of the buyer.

15. The apparatus of claim 1 wherein the product/service information is related to the homeowner relocation process.

16. The apparatus of claim 1 wherein directory entries related to the pertinent product/service information are displayed in a first region of the display and product/service advertisement entries related to the pertinent product/service information are displayed in second region of the display.

17. The apparatus of claim 1 wherein one or more of the product/service advertisement entries include buyer-selectable links to other information types entries related to the product/service advertisement entry.

18. The apparatus of claim 17 wherein the other information types are selected from among directory entries, descriptive information entries, external information entries and generic information entries.

19. The apparatus of claim 1 wherein one or more of the directory entries include buyer-selectable links to other information type entries related to the directory entry.

20. The apparatus of claim 19 wherein the other information types are selected from among directory entries, descriptive information entries, external information entries and generic information entries.

21. The apparatus of claim 1 wherein the descriptive information entries comprise interactive entries, photograph entries, video entries, audio entries, multimedia entries, textual entries, graphical entries, printable entries, email address entries and website address entries.

22. The apparatus of claim 1 further comprising a website storing updated contents for the portable storage medium, wherein under buyer control, the processor is directed to the website for downloading the updated contents for use in conjunction with the portable storage medium.

23. The apparatus of claim 1 further comprising a website for tracking the links to the external information selected by the buyer.

24. An information management system for providing information to a user related to one or more products/services, said information management system comprising:

- a computer processor under user control for processing and presenting information;

- a storage media for storing static product/service information;

- a communications device for accessing additional product/service information external to said storage media;

- an input device for providing user-selected commands to said processor for manipulating the static and the additional information; and

- a display device for displaying the static and the additional information in response to user-issued commands to said processor.